



WPTV

Print Date: 09/12/12

Page 2 of 4

Contract / Revision

310173

Flight Dates 09/25/12-10/01/12

Hiatus Dates Hiatus Dates: 09/11/12

Original Date / Revision 09/05/12/ 09/12/12

Order Sep 00:30:00

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Estimate # 1536

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WPTV	09/25/12	10/01/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-TWTF--		1				\$450.00		0.00			
E 4	WPTV	09/25/12	10/01/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-TWTF--		1				\$450.00		0.00			
E 5	WPTV	09/25/12	10/01/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-----S-		1				\$450.00		0.00			
E 7	WPTV	09/25/12	10/01/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-----S		1				\$275.00		0.00			
E 8	WPTV	09/25/12	10/01/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$190.00	P-3	0.00	NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		1				\$190.00		0.00			
E 9	WPTV	09/25/12	10/01/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	1	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		2				\$150.00		0.00			
E 10	WPTV	09/25/12	10/01/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$325.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-----S-		1				\$325.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
	10	WPTV	09/25/12-10/01/12	Sa 10-1030a		10-1030a				-----Sa--	:30	(\$325.00)	0.00	NM	
	<i>Credited</i>														
	mkgds were placed on #306475														
E 11	WPTV	09/25/12	10/01/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	MTWTF--	:30	4	\$135.00	P-3	0.00	NM	4	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		4				\$135.00		0.00			
E 12	WPTV	09/25/12	10/01/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		1				\$1,500.00		0.00			
E 13	WPTV	09/25/12	10/01/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$325.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-----S		1				\$325.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
	19	WPTV	09/25/12-10/01/12	Su 6p		6-630p				-----Su	:30	(\$325.00)	0.00	NM	
	<i>Credited</i>														
	mkgds were placed on #306475														
E 14	WPTV	09/25/12	10/01/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-----S		1				\$600.00		0.00			



WPTV

Print Date: 09/12/12

Page 3 of 4

Contract / Revision

310173

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Original Date / Revision 09/05/12/ 09/12/12

Order Sep 00:30:00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 14	WPTV	09/25/12	10/01/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/25/12 10/01/12 -----S 1 \$600.00 0.00															
E 15	WPTV	09/25/12	10/01/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	2	\$275.00	P-1	0.00	NM	2	\$550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/25/12 10/01/12 MTWTF-- 2 \$275.00 0.00															
E 16	WPTV	09/25/12	10/01/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	1	\$500.00	P-3	0.00	NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/25/12 10/01/12 -TWTF-- 2 \$500.00 0.00															
E 17	WPTV	09/25/12	10/01/12	M-F 530-6p M-F 530-6p	CM	530-6p	-TWTF--	:30	2	\$425.00	P-3	0.00	NM	1	\$425.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/25/12 10/01/12 -TWTF-- 1 \$425.00 0.00															
E 18	WPTV	09/25/12	10/01/12	M-F 6-630p M-F 6-630p	CM	6-630p	-TWTF--	:30	2	\$525.00	P-3	0.00	NM	2	\$1,050.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/25/12 10/01/12 -TWTF-- 2 \$525.00 0.00															
E 19	WPTV	09/25/12	10/01/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$325.00	P-3	0.00	NM	1	\$50.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/25/12 10/01/12 -----S- 1 \$325.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
7 WPTV 09/25/12-10/01/12 Sa 6p See MG 19.8 [n/a, Golf airing on Saturday]															
8 NPTV 10/01/12-10/01/12 M-F 135-205a MG for 19.7 09/29															
E 20	WPTV	09/25/12	10/01/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	2	\$650.00	P-1	0.00	NM	1	\$650.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/25/12 10/01/12 -TWTF-- 1 \$650.00 0.00															
E 21	WPTV	09/25/12	10/01/12	Sa 7-8P Sa 7-8P	CM	7-8p	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/25/12 10/01/12 -----S- 1 \$150.00 0.00															
E 22	WPTV	09/25/12	10/01/12	M-F 730-8p M-F 730-8p	CM	730-8p	MTWTF--	:30	1	\$650.00	P-1	0.00	NM	2	\$1,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/25/12 10/01/12 -TWTF-- 2 \$650.00 0.00															
E 24	WPTV	09/25/12	10/01/12	Tuesday Prime B Go on/The new normal	CM	9-10p	-T-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/25/12 10/01/12 -T----- 1 \$750.00 0.00															
E 25	WPTV	09/25/12	10/01/12	NFL Pregame NFL Pregame	CM	4-10p (7:00 PM-8:15 PM)	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/25/12 10/01/12 -----S 1 \$900.00 0.00															
E 26	WPTV	09/25/12	10/01/12		CM	11-1135p	MTWTF--	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00



WPTV

Print Date: 09/12/12

Page 4 of 4

Contract / Revision

310173 Flight Dates 09/25/12-10/01/12

Hiatus Dates Hiatus Dates: 09/11/12

Original Date / Revision 09/05/12/ 09/12/12

Order Sep 00:30:00

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Estimate # 1536